CONTRACT

WNBC
30 Rockefeller Plaza
New York, NY 10112
(212) 664-4444

www.nbcnewyork.com

And:

MESSAGE AND MEDIA
100 ALBANY STREET
NEW BRUNSWICK, NJ 08901

Contract / Revision	Alt Order #
340360 / 1	

Product
SENATE 2012

Contract Dates	Estimate #
10/09/12 - 10/15/12	

Advertiser	Original Date / Revision
MENENDEZ FOR SENATE	10/04/12 / 10/08/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WNBC	Aaron Zeligson	Philadelphia NS

Special Handling

Demographic
RA1849

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref
42907	16339

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WNBC	10/09/12	10/15/12	430-5A SU-TH TINY @ 430A	430A-5A		:30			NM	5	$875.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	-111--1	4	$175.00							
Week:	10/15/12	10/21/12	1------	1	$175.00							
2	WNBC	10/09/12	10/15/12	5-6A TODAY IN NY @ 5A	5A-6A		:30			NM	7	$3,500.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	-1211--	5	$500.00							
Week:	10/15/12	10/21/12	2------	2	$500.00							
3	WNBC	10/09/12	10/15/12	6-7A TODAY IN NY @ 6A	6A-7A		:30			NM	10	$12,000.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	-2222--	8	$1,200.00							
Week:	10/15/12	10/21/12	2------	2	$1,200.00							
4	WNBC	10/09/12	10/15/12	7-9A TODAY SHOW	7A-9A		:30			NM	10	$22,000.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	-2222--	8	$2,200.00							
Week:	10/15/12	10/21/12	2------	2	$2,200.00							
5	WNBC	10/09/12	10/14/12	6-7A SAT TINY @ 6A	6A-7A		:30			NM	1	$500.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	-----1-	1	$500.00							
6	WNBC	10/09/12	10/14/12	7-9A SAT TODAY	7A-9A		:30			NM	1	$1,200.00
	IP											

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:
This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.
FOR NBCE CONTRACTS:
This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.

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Contract / Revision	Alt Order #
340360 / 1	

Contract Dates	Product	Estimate #
10/09/12 - 10/15/12	SENATE 2012	

Advertiser	Original Date / Revision
MENENDEZ FOR SENATE	10/04/12 / 10/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays -----1-	Spots/Week 1	Rate $1,200.00							
7	WNBC	10/09/12	10/14/12	9-10A SAT TINY @ 9A	9A-10A		:30			NM	1	$1,200.00
	IP											
Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays -----1-	Spots/Week 1	Rate $1,200.00							
8	WNBC	10/09/12	10/14/12	5-530A SUN HISPANICS TD	5-530A		:30			NM	1	$125.00
	IP											
Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays ------1	Spots/Week 1	Rate $125.00							
9	WNBC	10/09/12	10/14/12	6-7A SUN TINY @ 6A	6A-7A		:30			NM	1	$400.00
	IP											
Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays ------1	Spots/Week 1	Rate $400.00							
10	WNBC	10/09/12	10/14/12	7-830A SUN TINY @7A	7A-830A		:30			NM	2	$1,600.00
	IP											
Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays ------2	Spots/Week 2	Rate $800.00							
11	WNBC	10/09/12	10/14/12	9-10A SUN TODAY 0070	9A-10A		:30			NM	1	$1,325.00
	IP											
Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays ------1	Spots/Week 1	Rate $1,325.00							
12	WNBC	10/09/12	10/14/12	10-1030A CHRIS MATTHEW	10A-1030A		:30			NM	1	$5,000.00
	IP											
Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays ------1	Spots/Week 1	Rate $5,000.00							
13	WNBC	10/09/12	10/15/12	9-10A TODAY SHOW 2	9A-10A		:30			NM	5	$5,000.00
	IP											
Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays -1111--	Spots/Week 4	Rate $1,000.00							
Week:	10/15/12	10/21/12	1------	1	$1,000.00							
14	WNBC	10/09/12	10/15/12	4-5P M-F ELLEN	4-5P		:30			NM	5	$5,000.00
	IP											
Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays -1111--	Spots/Week 4	Rate $1,000.00							
Week:	10/15/12	10/21/12	1------	1	$1,000.00							
15	WNBC	10/09/12	10/15/12	5-6P M-F 5P NEWS	5-6P		:30			NM	5	$3,750.00
	IP											
Week:	Start Date 10/08/12	End Date 10/14/12	Weekdays -1111--	Spots/Week 4	Rate $750.00							
Week:	10/15/12	10/21/12	1------	1	$750.00							
16	WNBC	10/09/12	10/15/12	6-630P M-SU NEWS @ 6P	6P-630P		:30			NM	5	$5,000.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week	Rate							

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Contract Dates	Product	Estimate #
10/09/12 - 10/15/12	SENATE 2012	

Advertiser	Original Date / Revision
MENENDEZ FOR SENATE	10/04/12 / 10/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	-1111--	4	$1,000.00							
Week:	10/15/12	10/21/12	1------	1	$1,000.00							
17	WNBC	10/09/12	10/15/12	630P NBC NIGHTLY NEWS	630P-7P		:30			NM	3	$10,500.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	-TWTFSS	2	$3,500.00							
Week:	10/15/12	10/21/12	M------	1	$3,500.00							
18	WNBC	10/09/12	10/15/12	7-730P M-F EXTRA	7-730P		:30			NM	5	$10,000.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	-1111--	4	$2,000.00							
Week:	10/15/12	10/21/12	1------	1	$2,000.00							
19	WNBC	10/09/12	10/15/12	11-1135P M-SU L NEWS 20(	11P-1135P		:30			NM	5	$20,000.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	-1-111-	4	$4,000.00							
Week:	10/15/12	10/21/12	1------	1	$4,000.00							
E 20	WNBC	10/09/12	10/14/12	1230-1A LX GEORGE	1230-1A		:30			NM	1	$800.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	------1	1	$800.00							
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	1	*WNBC*	*10/08/12-10/14/12*	*1230-1A LX GEORGE*	*1230-1A*	---------Su	*:30*		*~~$800.00~~*	*NM*		
	See MG 20.2											
	PREEMPT-RAN LATE DUE SPORTS											
	2	WNBC	10/14/12-10/14/12	1252A-122A LX GEORGE	1252A-122A	---------Su	:30		$800.00	NM		
	Ⓜ	MG for 20.1 10/14										
21	WNBC	10/09/12	10/14/12	SUN MEET THE PRESS	SUNDAY		:30			NM	1	$12,000.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	------1	1	$12,000.00							
22	WNBC	10/09/12	10/15/12	1135P-1235A M-F TNGT SH'	1135P-1235A		:30			NM	3	$4,200.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	-TWTF--	2	$1,400.00							
Week:	10/15/12	10/21/12	M------	1	$1,400.00							
23	WNBC	10/09/12	10/14/12	VICE PRESIDENTIAL DEBA	9-11P		:30			NM	1	$15,000.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	---1---	1	$15,000.00							
									Totals		80	$140,975.00

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Contract / Revision	Alt Order #
340360 / 1	

Contract Dates	Product	Estimate #
10/09/12 - 10/15/12	SENATE 2012	

Advertiser	Original Date / Revision
MENENDEZ FOR SENATE	10/04/12 / 10/08/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/15/12	80	$140,975.00	$119,828.75
Totals	80	$140,975.00	$119,828.75

Signature: _____ **Date:** _____

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